Clark Web Development Ltd

Content Management System User Guide

Version 1.0

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Introduction

What is a content management system?

A content management system (CMS) stores the content (e.g. text, images and documents) to be used on the website and delivers it to the users of the website as web pages. Using a CMS means the content is separated from the design with the content being delivered as web pages using a number of templates. This means that the Editors do not need to worry about the design of the pages as this is managed by the templates. They just have to think about creating good content.

Browser requirements

To update the website Internet Explorer 6+ or Mozilla Firefox 2.0+ can be used. Both need Javascript and cookies enabled. When using the browsers there may be a warning about opening popups, or for Mozilla firefox it may ask you to install extra software. Please allow this otherwise several CMS functions may be unavailable.

Logging in

To login to the CMS go to:

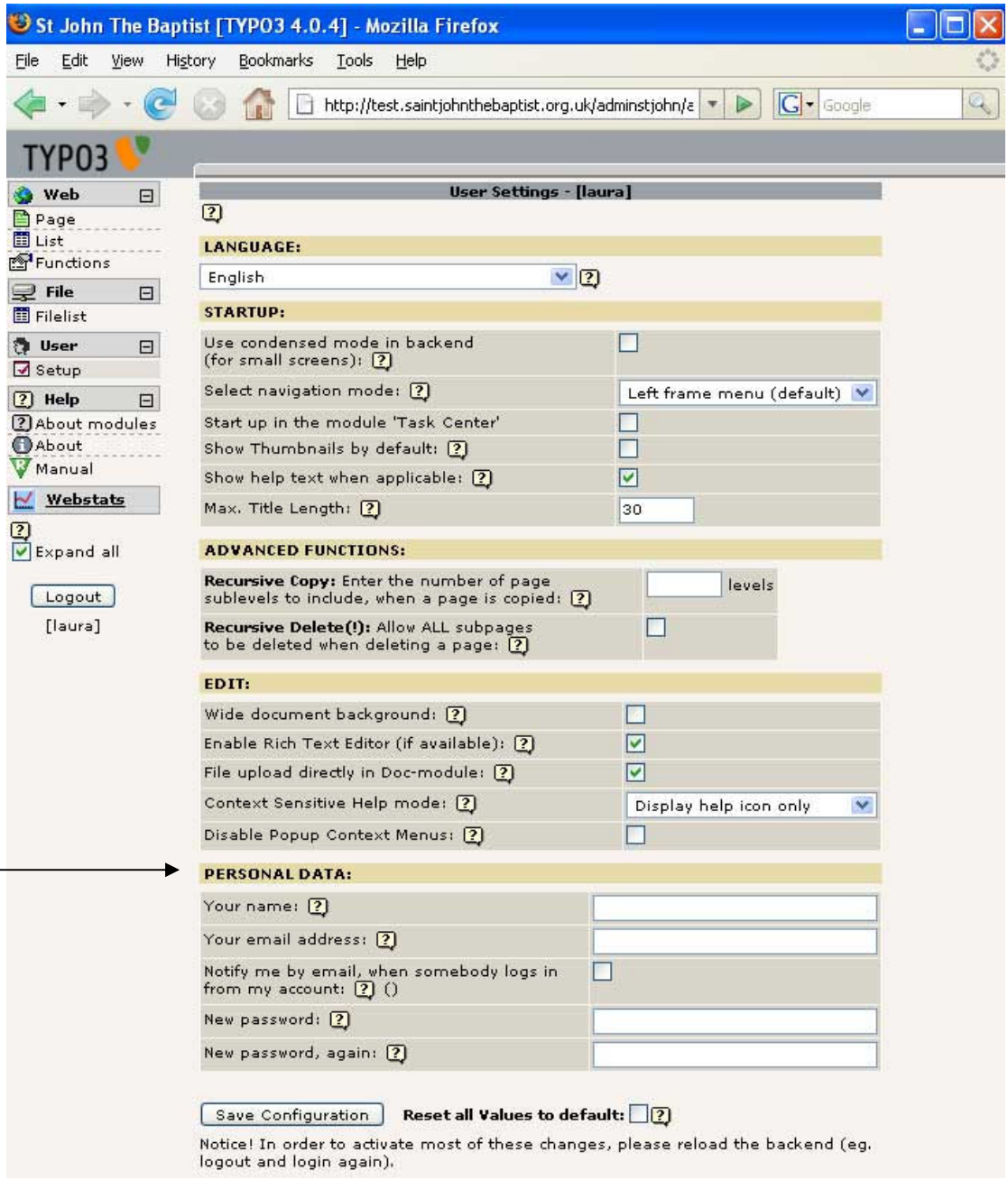
http://www.stpetersclapham.org.uk/cmsadmin

You will be presented with this screen:

TYPO3 Login: St John The Baptist - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://test.saintjohnthebaptist.org.uk/adminstjohn/
Google
TYPO3
Administration Login on St John The Baptist
Username:
Password:
Log In
(Note: Cookies and JavaScript must be enabled!)
TYPO3
TYPO3 CMS. Copyright © 1998-2006 Kasper Skårhøj. Extensions are copyright of their respective owners. Go to http://typo3.com/ for details. TYPO3 comes with ABSOLUTELY NO WARRANTY; click for details. This is free software, and you are welcome to redistribute it under certain conditions; click for details. Obstructing the appearance of this notice is prohibited by law.

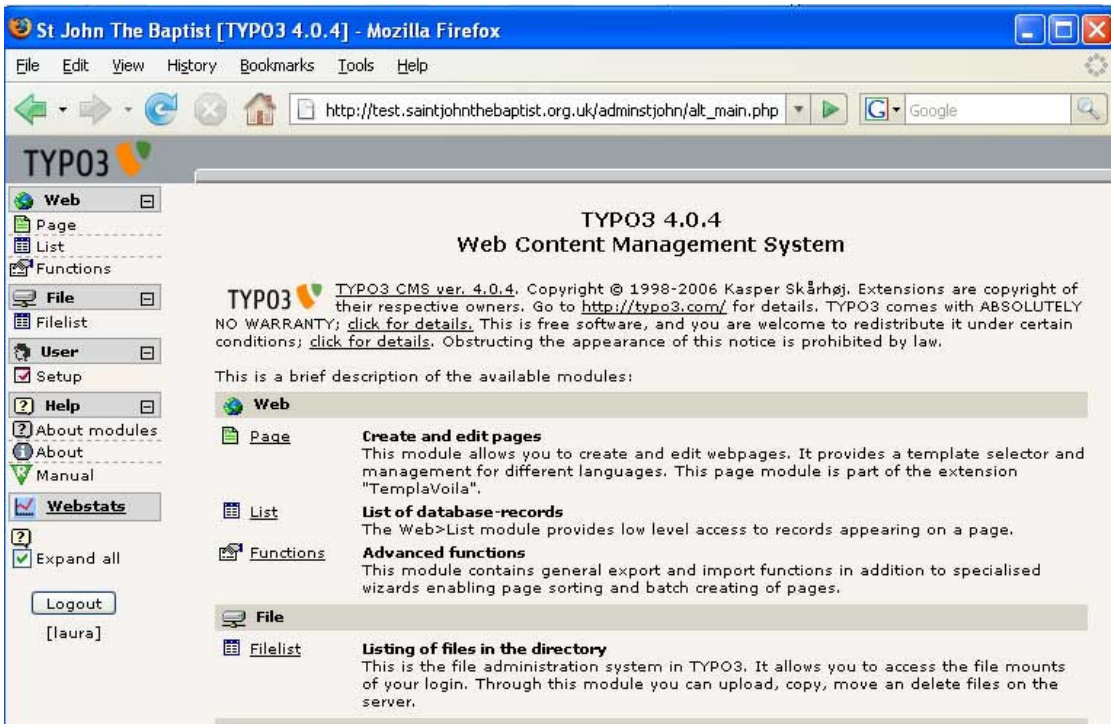
Login using your username and password. If you would like to change your password go to

User, Setup in the left menu. You will get a screen like this:



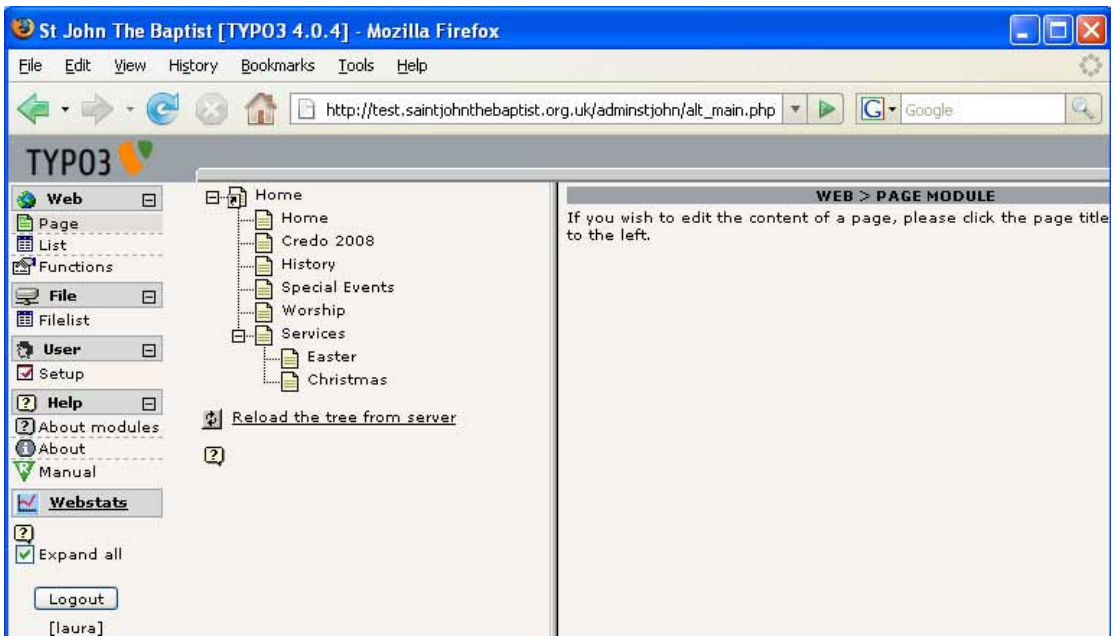
At the bottom of the screen is a section called ‘Personal Data’. Put your new password in here and then ‘Save configuration’.

Once you have logged in you get a page like this:


St John The Baptist [TYPO3 4.0.4] - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://test.saintjohnthebaptist.org.uk/adminstjohn/alt_main.php
TYPO3
Web
Page
List
Functions
File
Filelist
User
Setup
Help
About modules
About
Manual
Webstats
Expand all
Logout
[laura]
TYPO3 4.0.4
Web Content Management System
TYPO3 CMS ver. 4.0.4. Copyright © 1998-2006 Kasper Skårhøj. Extensions are copyright of their respective owners. Go to http://typo3.com/ for details. TYPO3 comes with ABSOLUTELY NO WARRANTY; click for details. This is free software, and you are welcome to redistribute it under certain conditions; click for details. Obstructing the appearance of this notice is prohibited by law.
This is a brief description of the available modules:
Web
Page
Create and edit pages
This module allows you to create and edit webpages. It provides a template selector and management for different languages. This page module is part of the extension "TemplaVoila".
List
List of database-records
The Web>List module provides low level access to records appearing on a page.
Functions
Advanced functions
This module contains general export and import functions in addition to specialised wizards enabling page sorting and batch creating of pages.
File
Filelist
Listing of files in the directory
This is the file administration system in TYPO3. It allows you to access the file mounts of your login. Through this module you can upload, copy, move an delete files on the server.

This shows the modules on the left and explanations of the modules on the right. The modules are what you will use when you are editing and creating pages.

When you are editing and creating pages you will use a page divided into three:



- The left column is the list of modules
- The middle column is the page tree which lists the pages on the website which you are allowed to edit.
- The right column is the module content. This varies with the module.
- The folders in the Page tree can be opened so you can navigate to the section of the tree which needs to edited.

Page module

In this case the module content shows all the content elements which make up that page.

List module

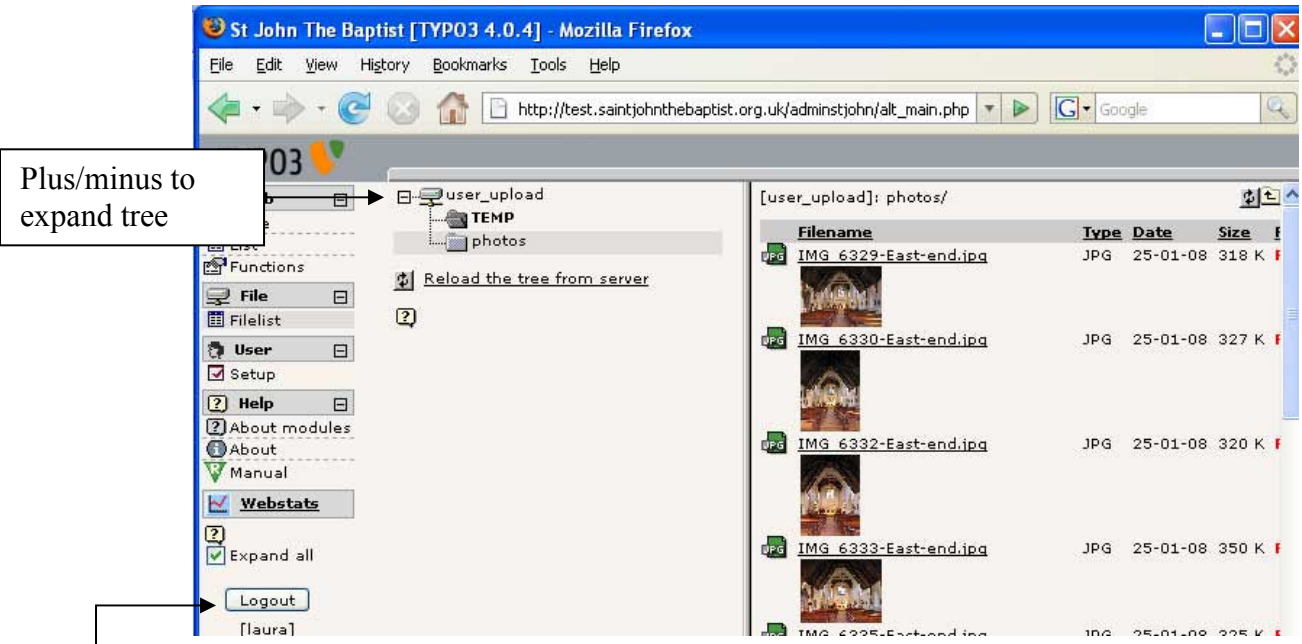
In this case the module content is a list of the pages which are under the selected page in the structure.

Function module

This module allows you to create multiple pages at once.

Filelist

You will see a list of the photo's/pdf's currently in your image library in the module content area. You will use this to upload photo's and pdf's.



You may need to expand the tree to see the folder you are looking for – use the plus and minus.

Logging out

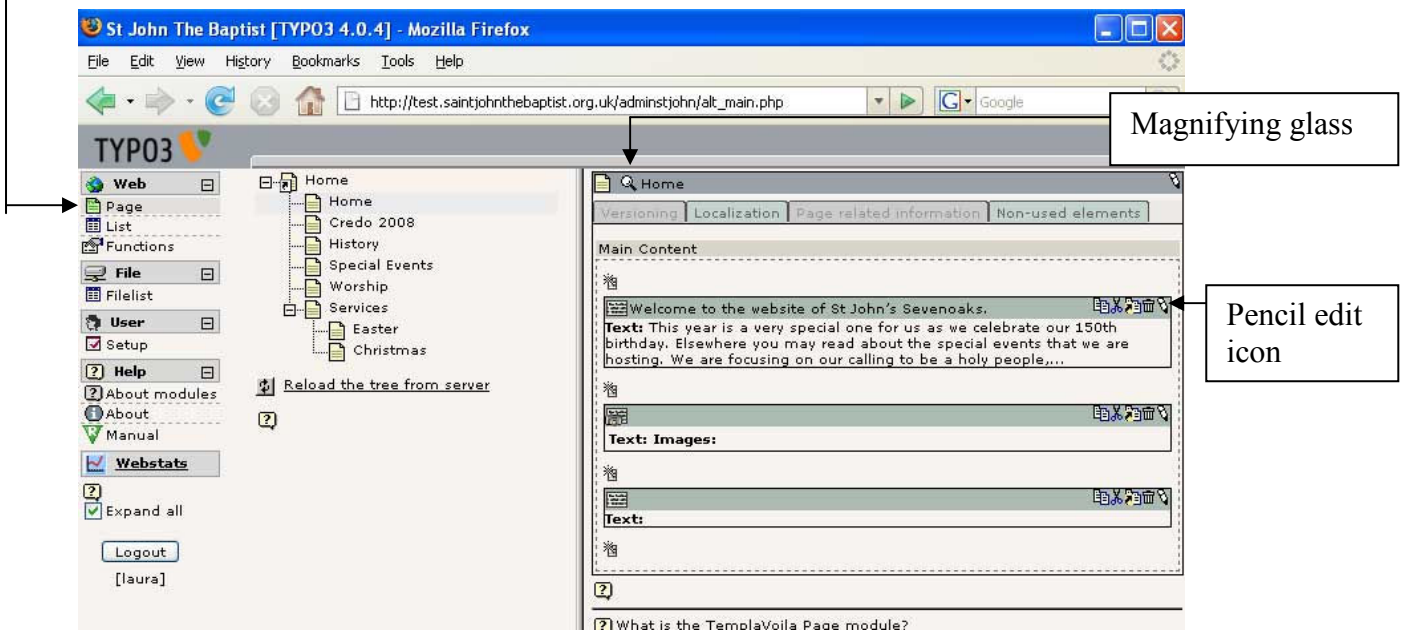
Always remember to Logout when you have finished using the button on the left under the list of modules.

Editing a page

Ensure the page module is selected.

Select the page in the page tree that you wish to edit.

You will then be presented with a screen like this:



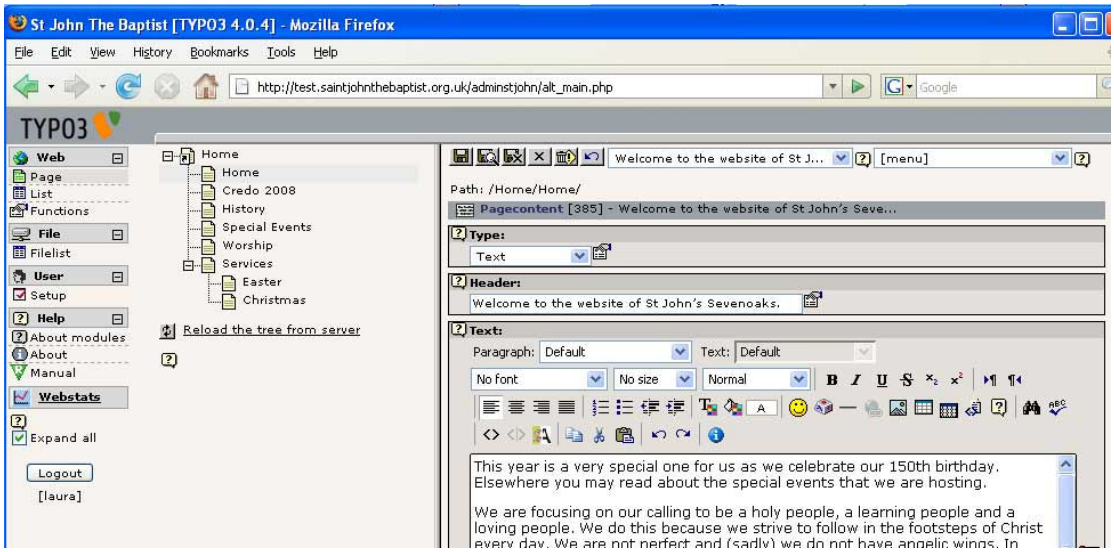
This shows the various content elements which make up the page.

Start Editing

To start editing you can work in this view of the system or you can click on the magnifying glass at the top of the right column and work on the web page (see section - working in web page view).

To work in this view click on the pencil icon at the far right of the title bar above the content element you want to edit.

The screen will then show you the edit form.



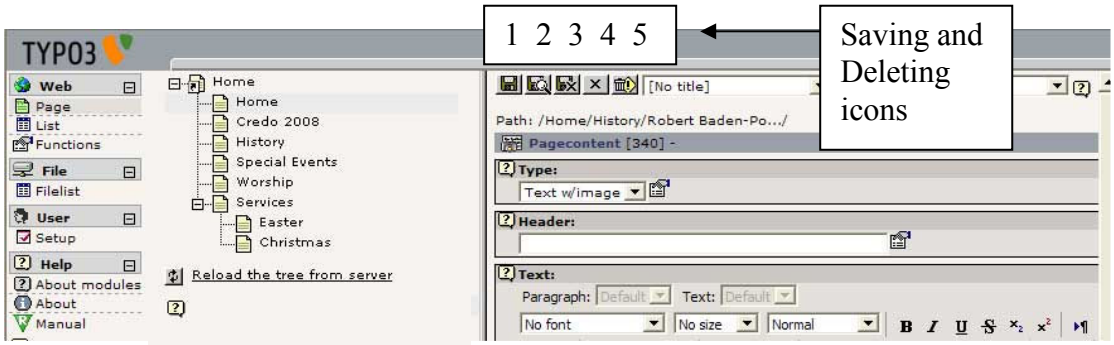
The parts of the edit form are:

Type: Header, Text, Text w/image, Image and Filelinks. This shows the type of content element which was selected when it was created.
Header: Self-explanatory. This is the same as selecting text in the text box and clicking on 'heading 1' in the text type.
Paragraph: This should not be changed
Font: Font and point size should **not** be changed.
Text type: Normal, Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, Heading 6, Preformatted, Address. These can be used by selecting the relevant text in the text form and then selecting the text type.
Editing icons: The main icons which you will use are B, I, tables and the 'Insert web link' icon.
Text box: Self-explanatory

Saving content

Once all the content is edited, save the content element. There are several 'Save' options as well as other icons at the top of the page. These are:

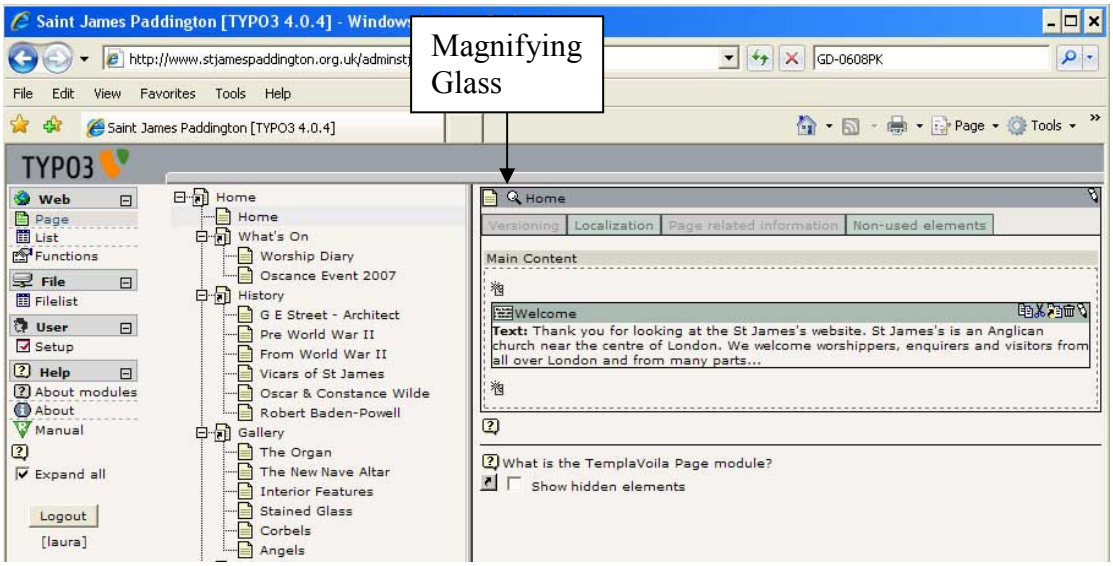
- Icon1 – Save content
- Icon2 – Save content and then preview the page
- Icon3 – Save content and go to the manage elements screen for this page
- Icon4 – Don't save, just return to manage elements
- Icon5 – Delete this content element



Click on the Save and preview button and a new page should pop up This is the front end preview page you can edit this using the pencil icons as described in Editing in Web Page View above.

Working in the ‘web page’ view

This view allows you to see the content in context, i.e. as it will look on the web page. To do this select the magnifying glass.



You will be presented with a screen like this:

The Church of St John The Baptist, Sevenoaks: Home - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://test.saintjohnthebaptist.org.uk/index.php?id=182
St John The Baptist [TYPO3 4.0.4]
The Church of St John The Baptis...
The Church of St John The Baptist, Sevenoaks
Home
Credo 2008
History
Special Events
Worship
Services
Welcome to the website of St John's Sevenoaks.
This year is a very special one for us as we celebrate our 150th birthday. Elsewhere you may read about the special events that we are hosting.
We are focusing on our calling to be a holy people, a learning people and a loving people. We do this because we strive to follow in the footsteps of Christ every day. We are not perfect and (sadly) we do not have angelic wings. In spite of our shortcomings we know that we are called to holiness; it seems daunting but we can
Pencil edit icon

Next to all of the content elements there is a pencil icon which you can click to edit the

content element. The majority of the pages have the edit icons; this enables quick editing of the site. You will be presented with an edit form like that shown above.

Changing and adding text

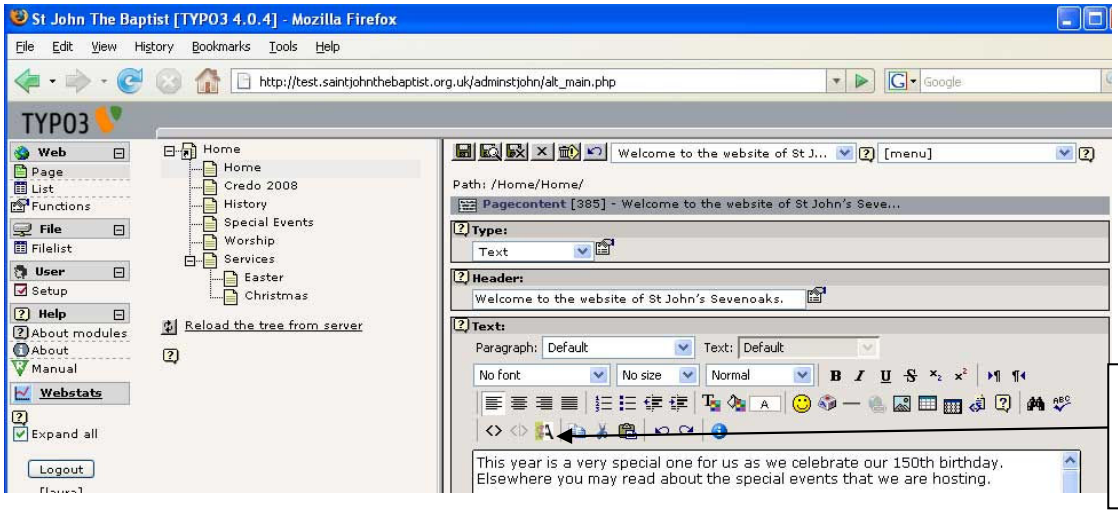
To change text click in the text box and edit the text accordingly.

If you are copying the text (i.e from a website or from Microsoft Word) always ensure that you copy first into notepad and then paste into the text editing area. This will strip out any unwanted characters.

NB Notepad can be found in Windows by going to Start, All programs, Accessories, Notepad.

Text can be made bold or put into italics by selecting the text and clicking on the B or I icons as you would in Microsoft Word.

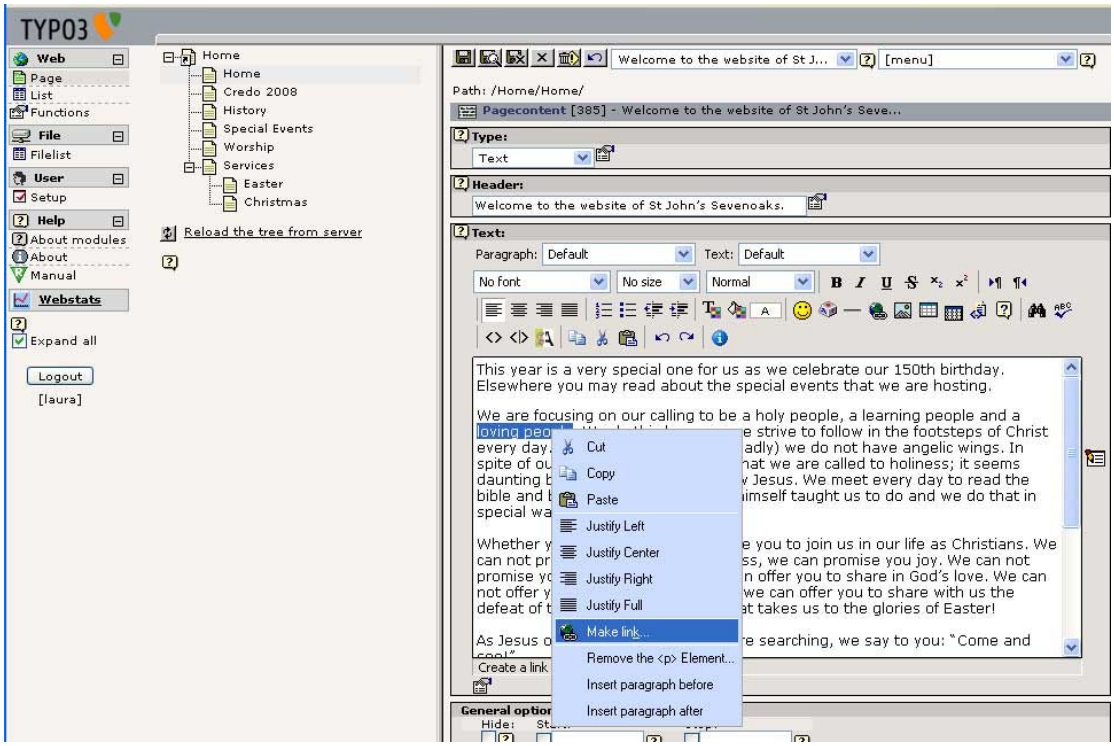
Formatting can also be removed by clicking on the 'Remove formatting' icon and ticking the appropriate box in the list given.



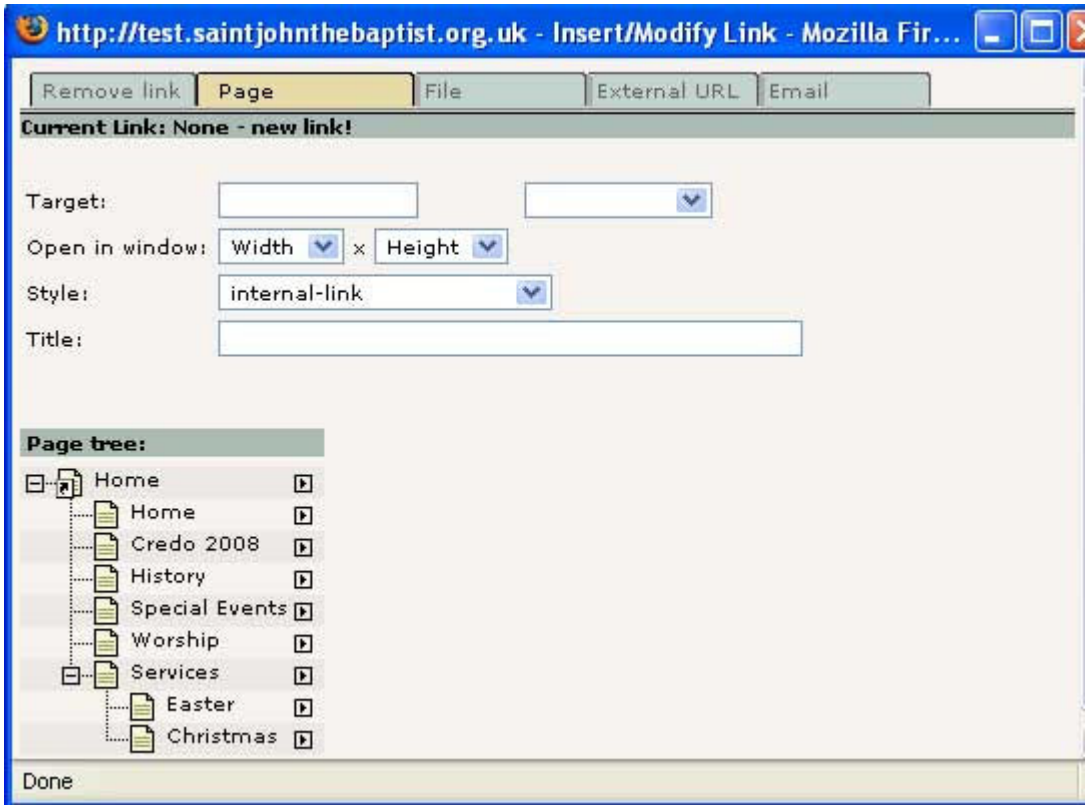
Remove Formatting button

Creating a link

To create a link to another page on the site, to a file (e.g. a PDF), to an external website or to an email address, highlight the text to be made into a link and click on the 'Insert web link' icon or right click on the selected text and click on 'Make link'.



You will then get the following box:



Click on the appropriate tab at the top of the box depending on which type of link you want to create.

- If you are linking to a **page on the site** you will get the box above. Navigate to the page you want and then click on it. The link will then be created. If you would like to

link to a particular part of a page, click on the arrow to the right of the page you want and then click on the content element to which you would like to link.

- If you are linking to a **file ie. PDF** select the File tab. Select the PDF folder and the PDF you wish to link to. You will need to upload the file first – see section below.

  NB. Users should always be warned when a link is to a PDF file so that they have to option to download at that moment or not. (It is very frustrating for users if they are browsing a site and suddenly find they have to wait for Acrobat Reader to open and the file to download.) So, in brackets after the link, put PDF and then the file size.

- If you are linking to **another website** select External URL tab.

  Insert the URL in the appropriate box and click on 'Set link'.

  'Target' should be used if you want the web page to which you are linking to come up in a new window. By default external sites will load in a new window and internal links load in the same window, leaving this blank will use the defaults.

  'Title' – this is optional but is useful for accessibility.

- If you want to create a link to an **email address** select the email tab.

  Insert the email address in the appropriate box and click on 'Set link'. If the text you have selected is an email address, the system will automatically create a link.

  The 'Title' is as for external links.

If you want to **remove a link**, select the text which is currently a link and then click on the 'Remove link' tab in the box.

Uploading a file or photo

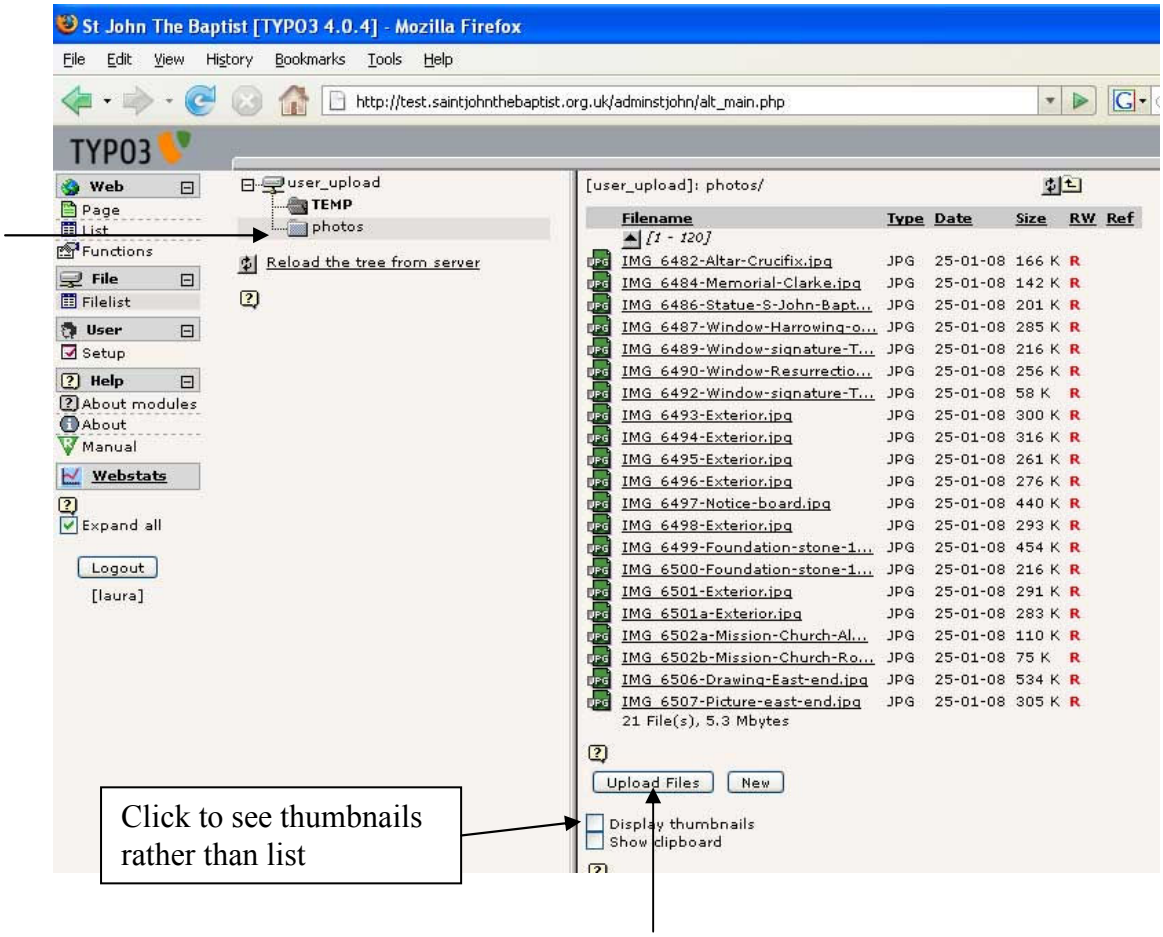
To add a file you will need to upload your file to the file storage area of the CMS first.

All the files are currently PDFs and photo's are JPEG's. This is the recommended format for files.

Before uploading a file ensure the filename is free of spaces, short but descriptive and does not contain any full stops except before the extension.

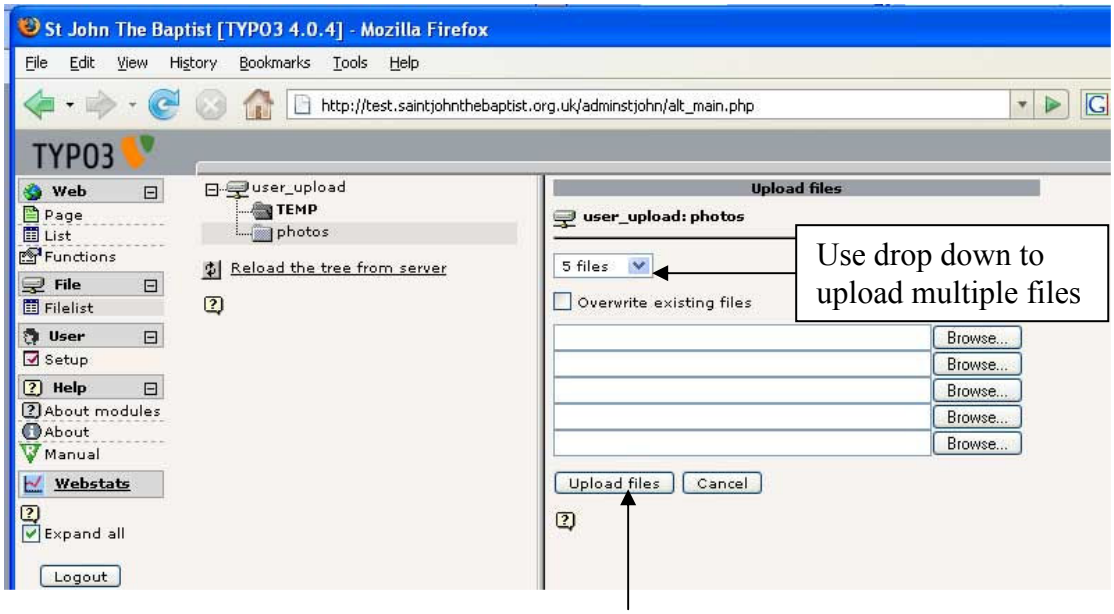
ie. nave-altar.jpg

To upload a file/photo, select the 'Filelist' module on the left, then select the folder in which you wish to upload the file/photo.



Scroll to the bottom of the list and select Upload Files, you can then select the number of files/photos you wish to upload.

One by one select browse and find the file/photo you wish to upload.

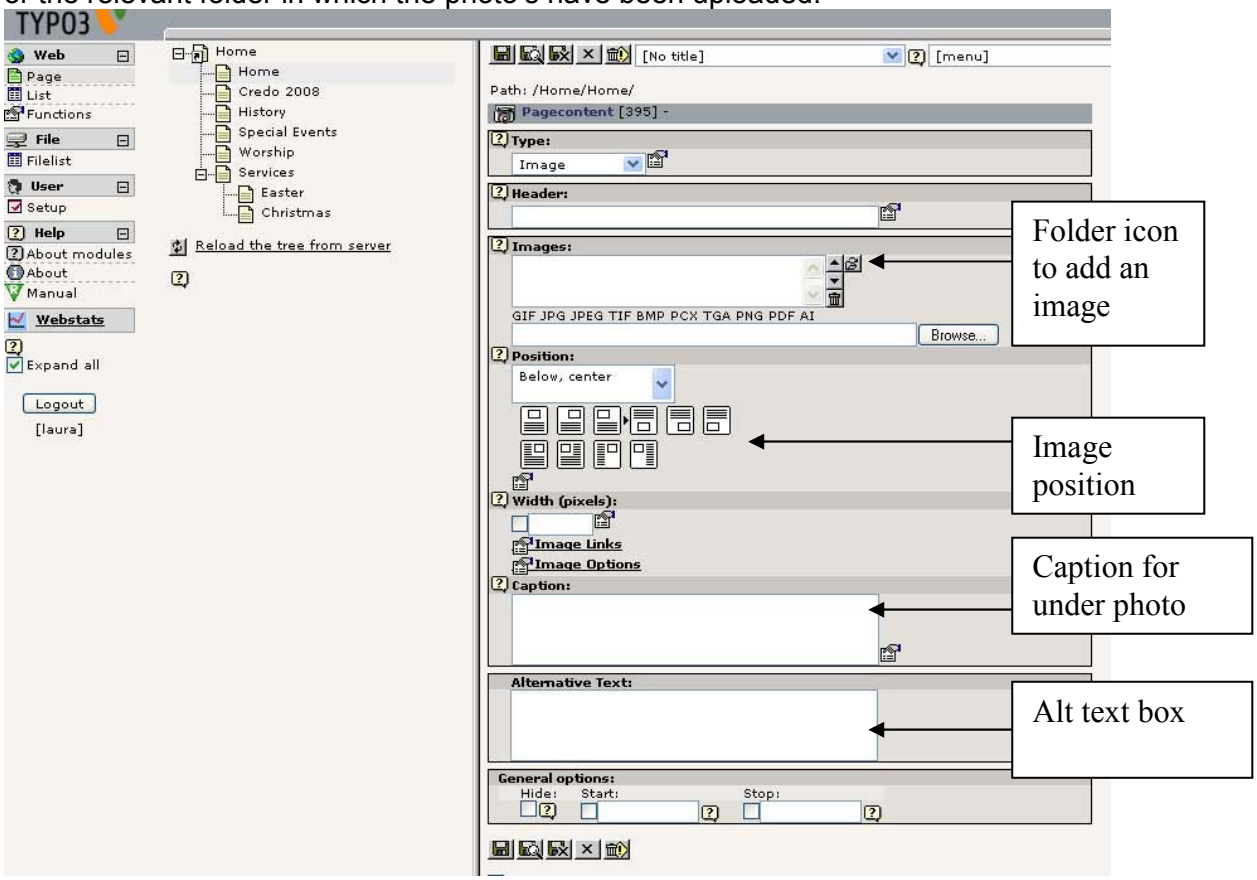


When you have selected all the files/photos, click the upload files button.

NB It is advisable to organise the files into appropriately named folders so that the files are easy to find once there are a large number of files in the CMS.

Adding images

If you have selected 'Text with image below', 'Text with image to the right' or 'Images only', click on the 'open folder' icon next to the 'Images' box. You will be presented with a box with a list of the images available. (If you don't get the list of images in the box, click on 'portraits' or the relevant folder in which the photo's have been uploaded.



Select the image you wish to insert by clicking the plus sign.

Jpeg images are recommended (try to aim for an images under 30k). Do not use tiff files are these are far too large for the web.

To upload an image, scroll down beyond the list of images to the upload area:

Browse to where your image is stored and click on 'Upload files'. You can then select the image from the list by clicking on the plus sign.

Alt Text

When putting an image on a web page you must always supply some 'Image alt text' so that users of screen readers, text browsers and other assistive technologies for disabled people know what is there on the page even if they can't see it. The box for the alt text appears at the bottom of the page. This text must give a description of the image.

Caption

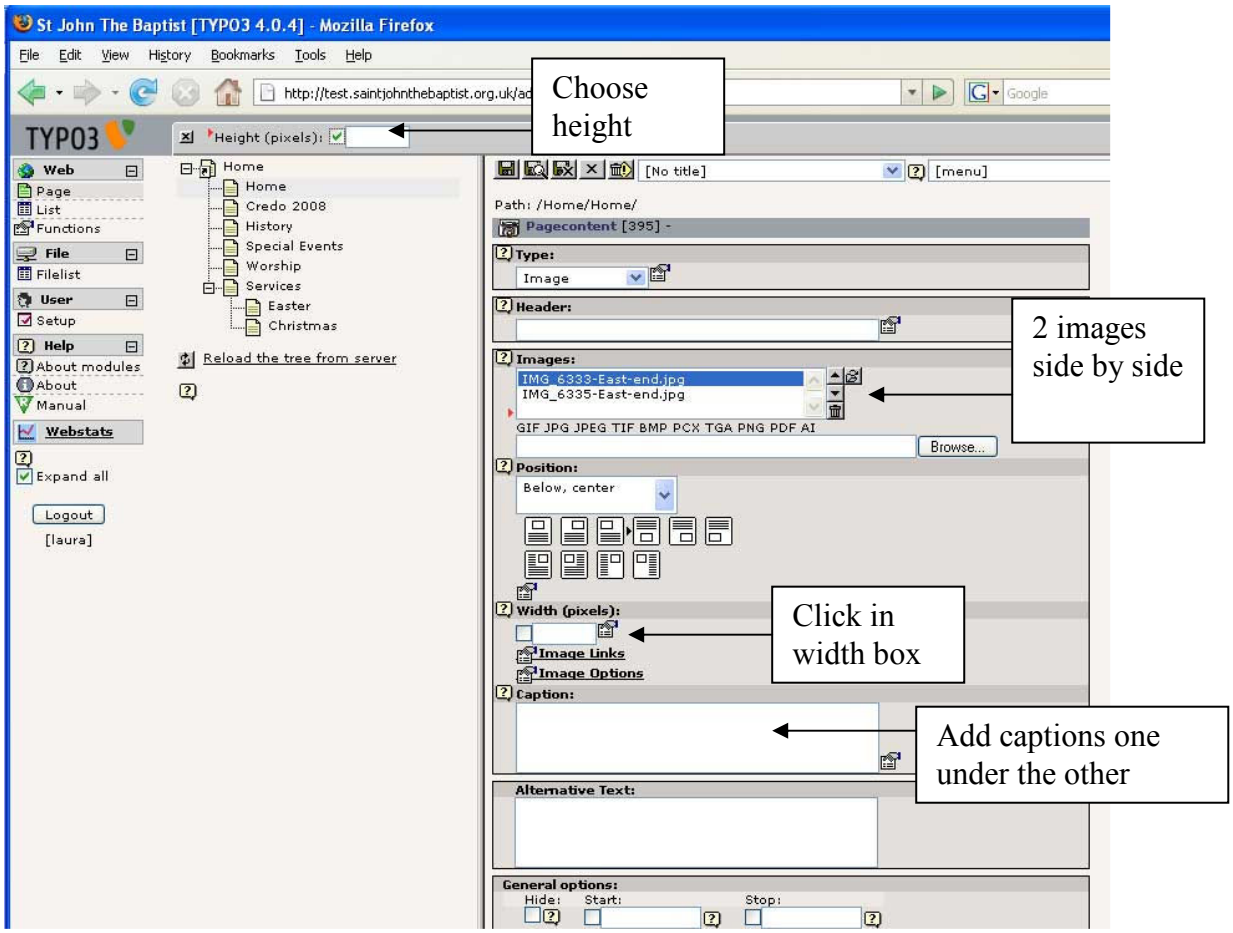
There is also the option to include a caption for the image. This will display on the web page as opposed to the alt text which will not.

Position of image

The position of the image on the page can be set by selecting one of the icons in the 'Position' section below the 'Images' section.

Image Size

When formatting a page which contains images the best way to get two images side by side is to add them into the same page record:



Click in the width box to bring up the height box at the top of the screen. Specify the height in order to format the photos neatly side by side. Try 300 or 500 and see how it looks with the preview button.

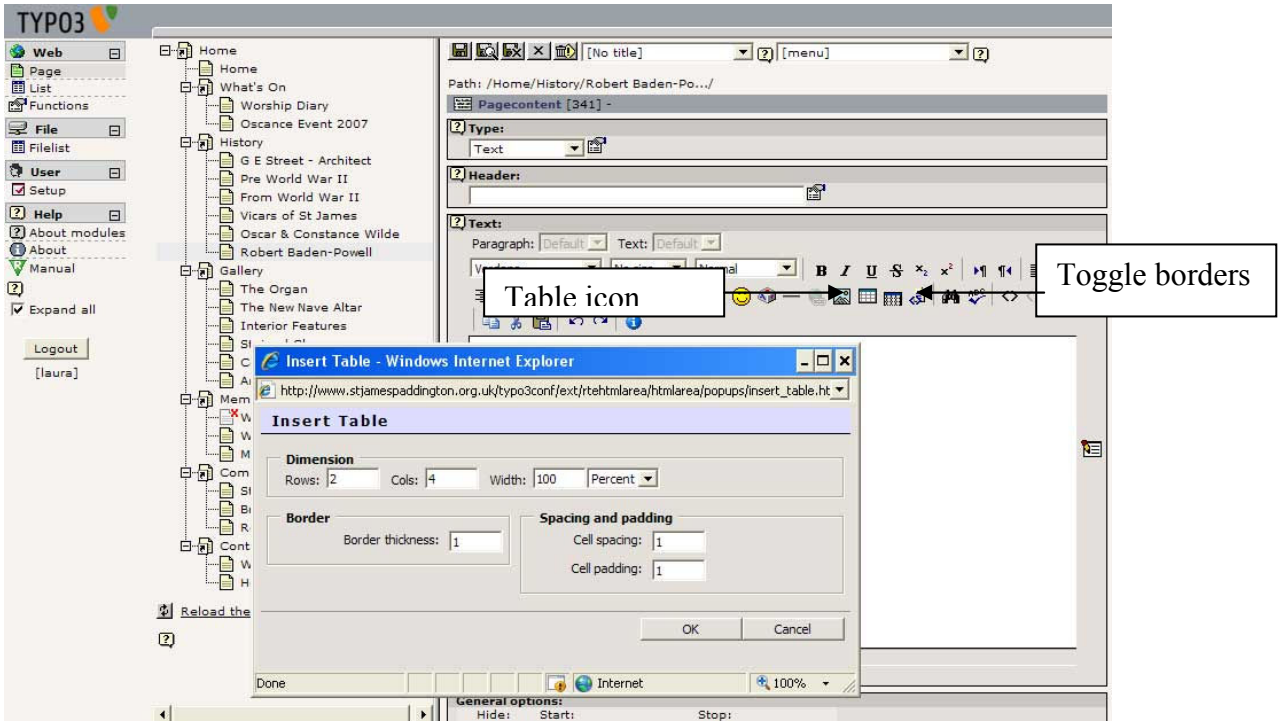
When adding captions and alt text just add one under the other.

Only put two images in each page record, (or three if they are small)

Creating a table

Tables are created using the WYSIWYG editor.

When you click on the icon you can select how many rows and columns the table will have and these will be inserted into the content area. When you first insert a table the borders are not present so you'll need to push the toggle borders button.



You can now populate the table with the data. If you left click in a cell and then click the right mouse button you will get a context menu giving you options to alter the alignment etc.

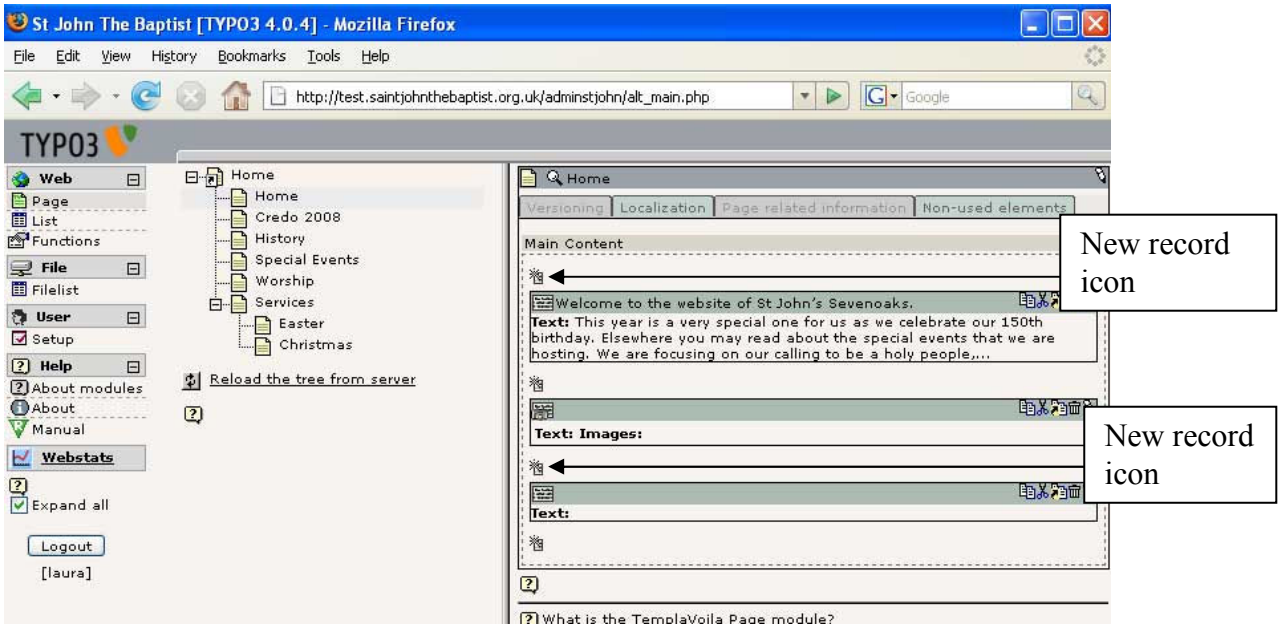
Tables are formatted using stylesheets when they appear on the web page, so you will not have to worry about presentation but will be able to focus on the content in the table.

Creating a bulleted list

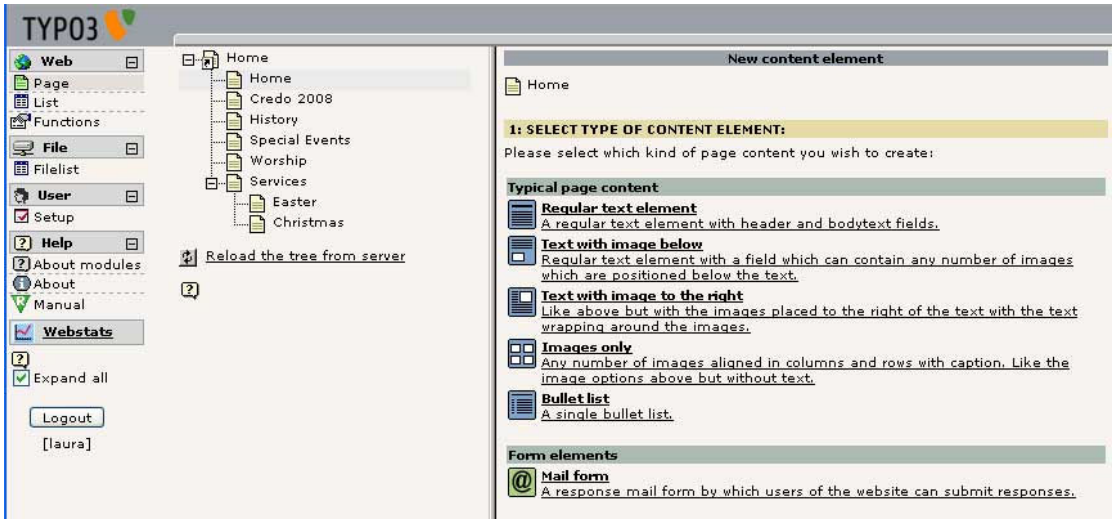
Select the bullet list icon in the editor.

Creating new content elements

Click on the 'Create new record' icon (a page with a star in the top left) at the appropriate place on the page. An icon is available in between every content element and at the bottom and top of the page.



In closer detail, the options for the type of content you can select to create are shown in the screen below:



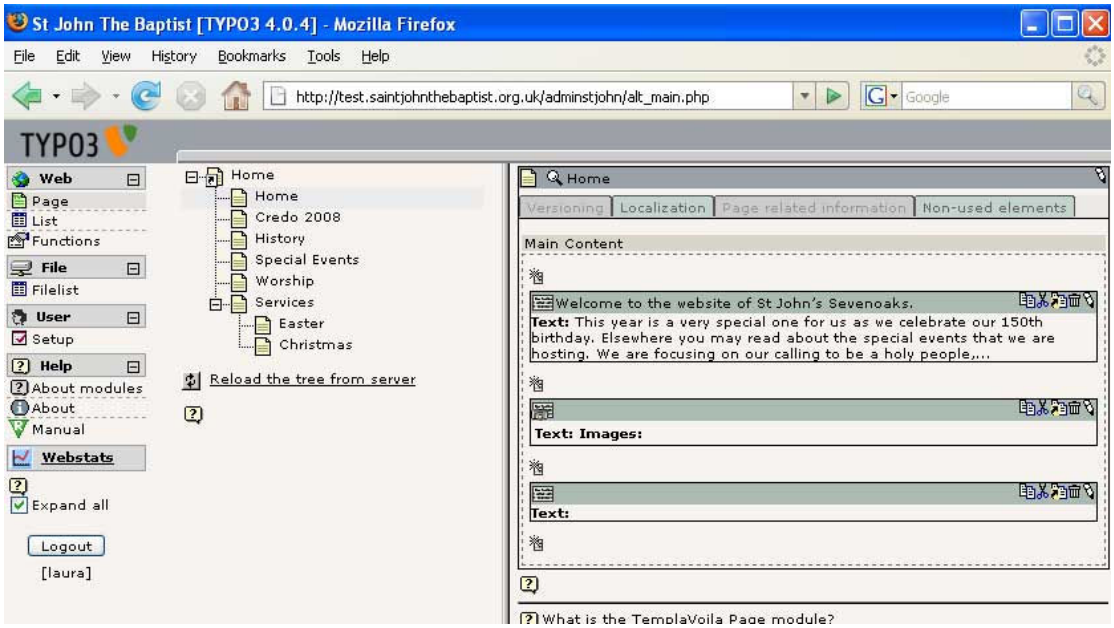
Click on the type of content you want to create. The screen you get depends on the element selected.

Completing the element uses the same principles as editing.

Deleting content elements

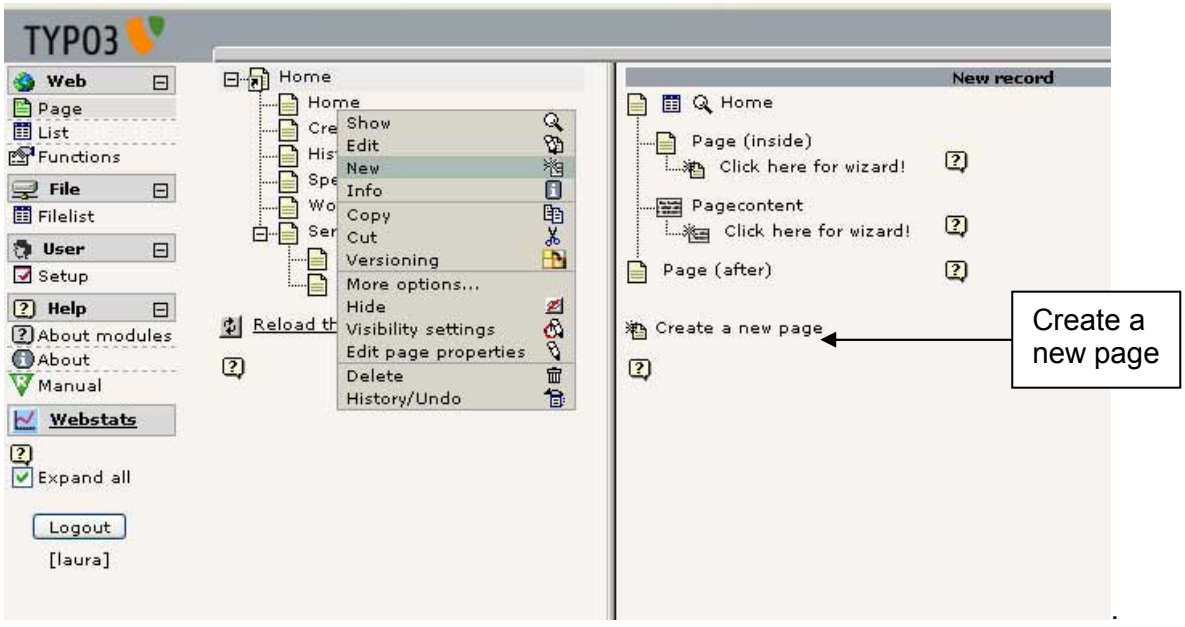
To delete a content element use the 'Delete icon' when editing a content element (icon 5 above) or click on the dustbin icon at the right of the title menu bar.

Dustbin icon

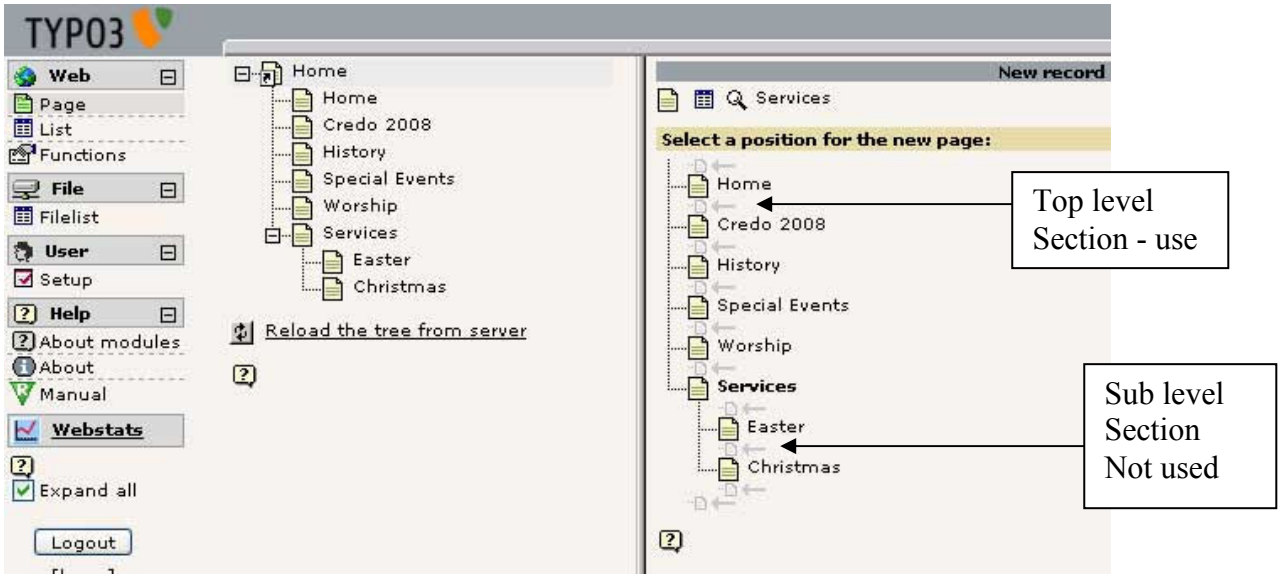


Creating a page

To create a page, find the place in the page tree where the new page should appear and click on the icon next to the page adjacent to where the new page should be inserted. A grey menu will appear. Select 'New' from this menu.

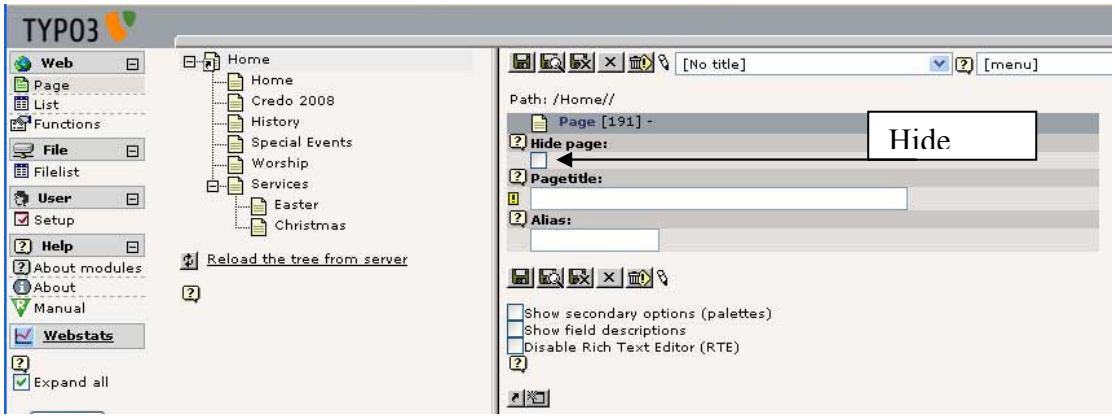


If you select Create New Page you will then be given the option add the page anywhere into the page tree.



You can then choose where you want to insert your new page. You will then be given the option to select the template for your page. Select **Default Template** option.

Once you have selected one of these options you will be presented with a screen like this:



Ensure that you click ‘hide’ as this keeps the page hidden while you are working on it. Uncheck it once the page is ready to go live.

Add a page title. This should be kept short if it is going to appear in the navigation. Leave the ‘Alias’ field blank. Once complete, click the ‘Save’ icon.

The page is now created. To add content, navigate to your page in the Page tree and click on it. Edit as above.

Deleting a page

Click on the icon next to the page you want to delete in the Page tree. A grey menu will appear. Click on ‘Delete’ at the bottom of the menu, then click ‘OK’ when asked to confirm your action.

Moving or copying a page

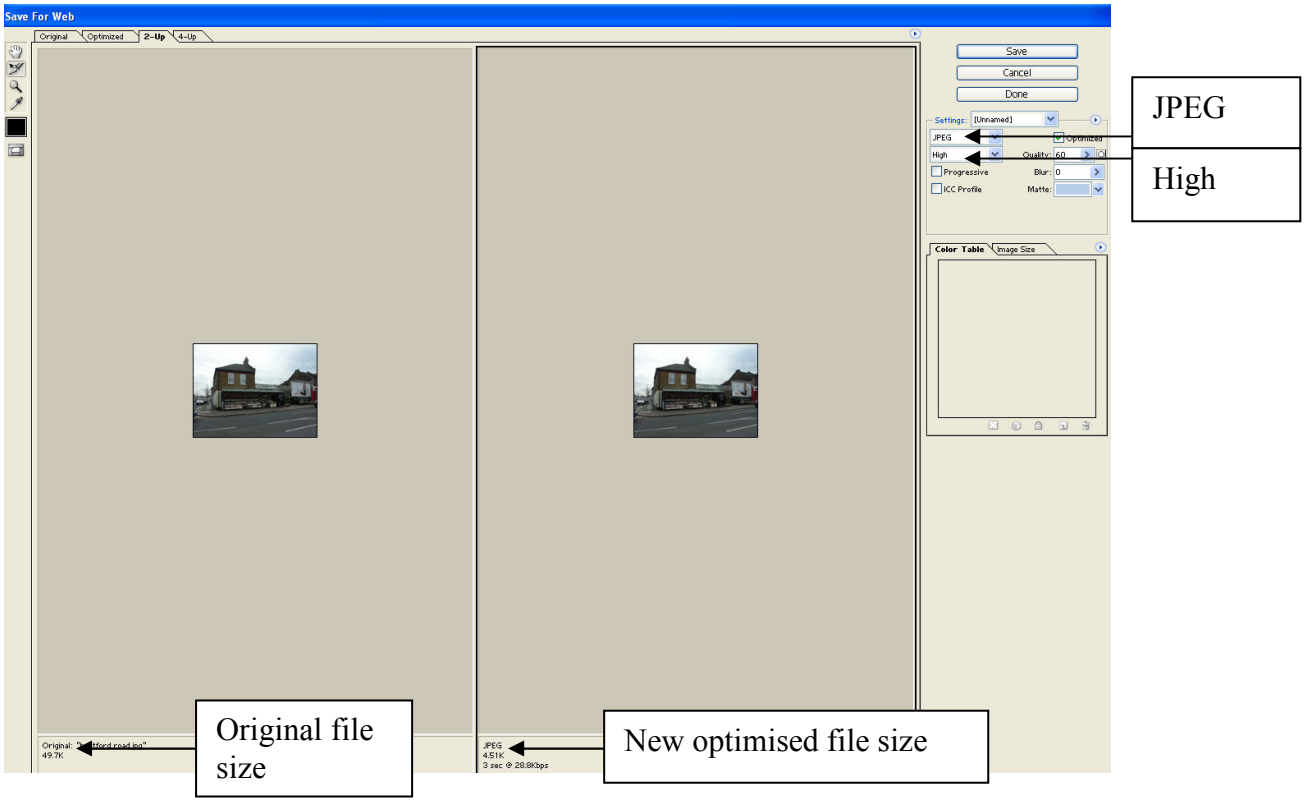
To move or copy a page, click on the Page module (top left) then click on the page in the structure that you wish to copy or move. Up will pop a menu with ‘cut’ and ‘copy’ options. Select the one required and then click into the structure where you want the page to go. You then have the option of ‘Paste into’ (create a subsection) or ‘Paste after’.

Optimising a photo

Open up Photoshop Elements/Photoshop.

File – Open the photograph you wish to optimise.

File – Save for Web. The picture on the left is un-optimised and the picture on the right is how it will look when it is optimised. Make sure it is set for JPEG and the file size under the picture on the right is under 8k, change the settings at the top right accordingly ie Low Medium High Maximum etc until the picture on the right is of satisfactory quality but of low size. Usually Medium or High is fine.

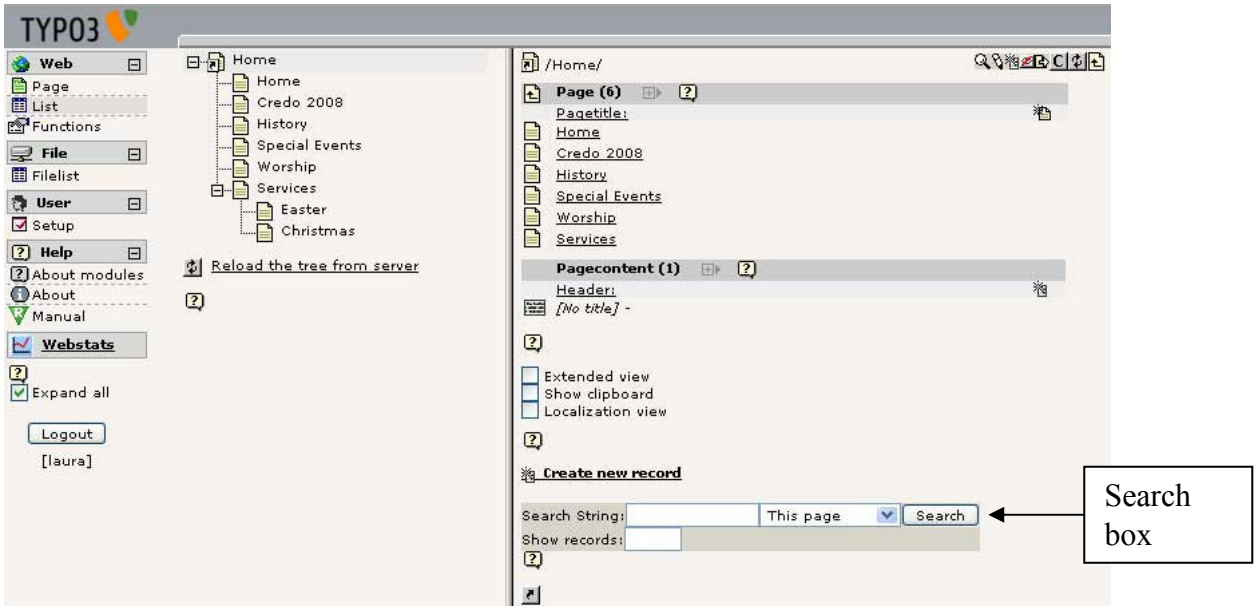


Click save, and save with a new file name. You can then upload this into the CMS.

Always make sure you do File – Save for Web to optimise the photo before you upload it.

Searching

To search for records within the CMS, click on ‘List’ in the left column and at the bottom of the page there is a search box.



Put in the keywords you want to search for and then select the number of levels down in the CMS you want to search by selecting from the drop-down menu next to the search string box. Then click on ‘Search’. Click on the icon next to the record and then click show.

When you show a record a new page will load up in a new window.

Writing for the web

Two important aims for the website are high usability and accessibility.

Usability – this is a measure of the quality of the site including how easy it is to use and how intuitive.
Accessibility – this is a measure of whether people can use the site who are disadvantaged in a physical, mental or technological way.

A large part of having a usable site is related to the way the content is written and presented. A lot has been written on the subject (and very useful site is www.useit.com) but just to give you a flavour of what need to take into account:

- Web users are impatient; they want to reach the information they need quickly and easily.
- Reading text on a computer is uncomfortable so users want to keep this to a minimum.
- Reading from the screen is at least 25% slower than from paper.
- Users do not read from left to right and top to bottom of a page as they would with printed material; they scan trying to pick out a few sentences or even few words to get the information they want.
- Users don't like scrolling down pages; they prefer text to be short and to the point.
- Users dislike a 'marketing-speak' style of writing, preferring plain, straightforward text.

So -

- Keep content short; a web page should have half the word count, or less, compared with conventional writing.
- Break text into chunks with headings and bullet points. Try to make the pages 'scannable'.
- Use clear language. Cut out waffle and jargon; explain (or avoid) acronyms.
- Provide general information first and then link to more specific information which the user can choose to follow if they are interested.
- Put one idea per paragraph.
- Put the most important information at the start of each sentence, paragraph or page.
- Use bulleted lists where the sequence is not relevant; numbered lists where it is relevant.

Other considerations:

- Minimise the number of clicks users have to make to get to the information they want.
- Be careful about download times for images, files and pages.
- If PDFs or other files are added to the pages, make this clear to the user, showing the file type and size.
- Avoid uppercase letters as they are hard to read on screen.
- Hypertext links should make sense out of context. Screen readers list all links together so a list of 'Click here' links is very unhelpful!
- If visual media are used, an auditory description should be included. Also a text description should be given for any auditory files.